

ABSTRACT OF THE DISCLOSURE

The present invention provides a printing apparatus for generating print data with a priority given to a processing speed over a quality of images, even without explicit instructions, when 5 printing images which do not require a high quality. The printing apparatus is composed of the following: a priority decision unit 203 for deciding which to prioritize, a speed of processing the image data or a quality of the images at the time of printing, based on print content description data including information on layout instructions 10 for printing the images; a print data generation unit 204 for generating print data including the images, based on the following: the print content description data, the decision made by the priority decision unit 203, and the image data; and a print unit 205 for printing the print data generated by the print data generation unit 15 204.